

VINOSHIPPER[®]

DTC CRAFT WINE
MISSOURI SPOTLIGHT

2024

SUMMARY

The Missouri wine industry has experienced significant growth, evidenced by a 30% increase in the number of bonded wine producers in the state over the past five years. Historically, before the Prohibition era of the 1930s, Missouri was the second-largest wine-producing state in the country. Today, Missouri holds the position as the 10th largest wine producer by volume.

TOP 15 DTC VARIETALS

Ranked by 2023 Total Sales Value

Category	Type	Varietal Name	2022 Rank	2023 Rank	2022 \$/Liter	2023 \$/Liter	Change in \$/Liter	Change in Value Sold
Wine	Red	Norton	5	1	\$35.65	\$40.61	14%	50%
Wine	Red	Red Blend	1	2	\$22.73	\$24.15	6%	-21%
Mead	Mead	Melomel	3	3	\$34.04	\$34.09	0%	-4%
Wine	White	Vignoles	7	4	\$22.01	\$25.18	14%	36%
Wine	Red	Chambourcin	8	5	\$23.58	\$24.41	3%	30%
Wine	White	White Blend	4	6	\$21.31	\$22.28	5%	-17%
Wine	Red	Port	2	7	\$56.17	\$53.57	-5%	-36%
Wine	White	White Table Wine	9	8	\$36.60	\$32.00	-13%	2%
Wine	White	Vidal Blanc	10	9	\$21.17	\$25.86	22%	67%
Mead	Mead	Mixed	6	10	\$33.36	\$33.36	0%	-36%
Mead	Mead	Honey	16	11	\$33.10	\$32.83	-1%	116%
Wine	White	Chardonel	22	12	\$21.58	\$25.65	19%	202%
Sparkling	Sparkling	White	18	13	\$32.54	\$30.20	-7%	62%
Wine	Red	Cabernet Sauvignon	19	14	\$42.71	\$43.55	2%	74%
Wine	Rosé	Rosé	13	15	\$33.30	\$28.56	-14%	8%

In 2023, Norton, Missouri's official state grape, emerged as the top-selling varietal, climbing from fifth place in 2022. Chardonel also saw a significant rise in popularity, with its price per liter increasing by 19% and its total sales value soaring by 202% from the previous year. Additionally, both Sparkling White Wine and Honey Mead experienced substantial growth in sales value, despite decreases in their average price per liter.

ORDER AVERAGES

	AOV*	Price/Liter	Units/Order	Avg Order Disc
2018	\$77.76	\$19.08	5.5	23%
2019	\$88.54	\$20.95	5.7	15%
2020	\$102.56	\$21.35	6.5	14%
2021	\$91.40	\$24.04	5.2	14%
2022	\$73.27	\$27.03	3.8	12%
2023	\$84.20	\$28.65	4.0	13%

In 2023, the average order value (AOV) rose to \$84.20, attributed to an increase in the price per liter and an increase in the average number of units per order. Additionally, there was an increase in the average order discount, suggesting that discounts played a role in encouraging larger orders. The AOV for 2020 stood out as an exception, possibly shaped by the unique market conditions of that year. After witnessing declines in AOV in the following two years, it is reassuring to see an uptick in 2023.

AVERAGE ORDER VALUE

Cart Type

	Online Store	Club	POS
2018	\$103	\$60	\$47
2019	\$101	\$59	\$103
2020	\$114	\$63	\$94
2021	\$111	\$72	\$83
2022	\$124	\$53	\$62
2023	\$129	\$63	\$145
1 Year Change	3.8%	17.6%	135.9%
5 Year Change	24.6%	3.9%	209.1%

In 2020, online store sales accounted for 77% of Missouri's wine sales, which decreased to 32% by 2023. Meanwhile, Point-of-Sale (POS) sales remained consistent, indicating a shift towards club memberships, which represented 51% of the sales in 2023. This shift occurred despite the average order value of club purchases being half that of online stores and less than half compared to POS transactions.

AVERAGE ORDER VALUE

Clubs: Customized vs Non-Customized

As consumers increasingly embrace larger cart sizes, wineries have an excellent opportunity to broaden their club assortments. By offering a variety of club options, such as 3, 6, and potentially 12 bottle clubs, wineries can effectively reduce the gap in average order size between online store purchases and club orders.

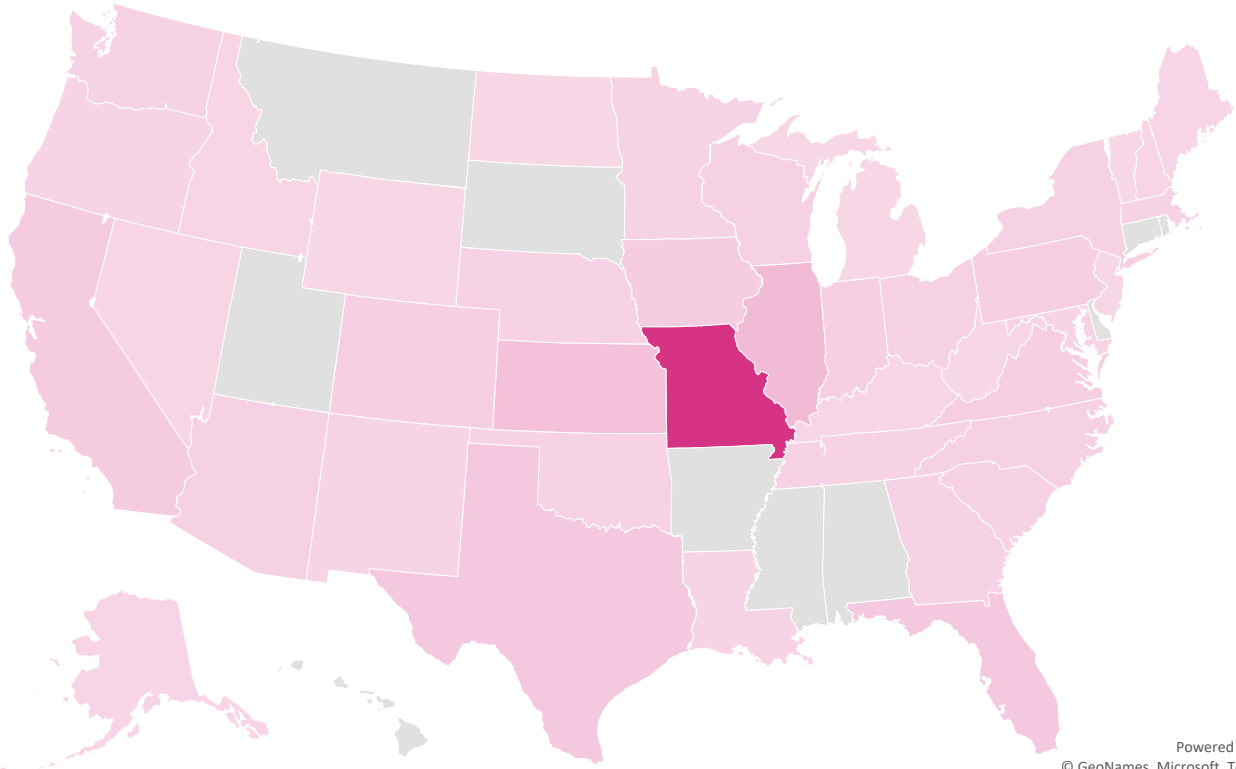


Since the launch of club order customization in 2020, there has been an increase in its usage, with customized orders rising from 22% to 25% by 2023. On average, these customized orders consist of nearly five units, which is 2-3 units more than those of non-customized orders.

Customized orders typically feature lower unit prices, yet they include significantly more items. This trend supports the idea of introducing a 6-bottle club, responding to customer feedback indicating a preference for larger quantity orders.

BEVERAGE ALCOHOL DISTRIBUTION

Missouri Beverage Alcohol Distribution



Powered by Bing
© GeoNames, Microsoft, TomTom

In 2023, Missouri producers shipped their products to consumers across 41 states. 60% of their products were sold within Missouri, which highlights the state's substantial domestic market. The largest markets outside of Missouri were Illinois, Kansas, Florida, Texas, and California.

ABOUT VINOSHIPPER

Vinoshipper is the number one platform for alcohol producers looking to expand their direct sales. Its compliance engine has been backing wineries, cideries, meaderies, distilleries, and brewers, since 2006, by offering a fully compliant online store, point-of-sale, club management, and UPS integration.

Vinoshipper is part of a family of companies which includes the all-in-one sales winery management system, CompleteDTC.

The team at Vinoshipper is continuously working to make the lives and businesses of alcohol producers better.

If your business is interested in learning more about Vinoshipper, visit us at vinoshipper.com or email us at customerservice@vinoshipper.com.

VINOSHIPPER®

LEARN MORE

vinoshipper.com

FOLLOW UP QUESTIONS?

pr@vinoshipper.com

PRODUCT QUESTIONS?

customerservice@vinoshipper.com

LINKEDIN

linkedin.com/company/vinoshipper

INSTAGRAM

[@vinoshipper](https://www.instagram.com/vinoshipper)

SUBSTACK BLOG

stevenunlimited.substack.com

